

Message Text

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TO SECSTATE WASHINGTON DC 430

INFO AMEMBASSY TOKYO JA

STATE

UNCLAS FUKUOKA 00014

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: FOREIGN BUYERS GROUP

REF: A-3692

1. MESSRS TSUTOMU MIZUNO AND RYOSUKE KANNO, COMPUTER SYSTEM ENGINEERS OF ROYAL FOOD CORPORATION, WTDR OCT 72, PLAN TO VISIT DENNY'S AT LOS ANGELES ON FEBRUARY 24 TO SEE COMPUTERIZED RESTAURANT OPERATION. ARRANGEMENTS BEING MADE THROUGH IBM FUKUOKA OFFICE. CONSULATE WOULD APPRECIATE IT IF COMMERCE WOULD MAKE ARRANGEMENTS WITH HOST INTERNATIONAL ON 25TH AND BURGER KING ON 26TH, BOTH AT LOS ANGELES AND WITH SIMILAR FIRM ON 27TH AT SAN FRANCISCO AND ONE AT HONOLULU ON 28TH.

PAGE TWO RUADLTA7321 UNCLAS

SINCE ROYAL FOODS IS NEW TO COMPUTER MARKET, AMOUNT OF PURCHASE CANNOT BE ESTIMATED.

2. ROYAL FOODS CORPORATION IS CAPITALIZED AT 200 MILLION YEN, EMPLOYS 1,250, HAS 16 BILLION YEN ANNUAL SALES, AND IS ONE OF THE LARGEST FOOD SERVICE COMPANIES IN JAPAN. IT HAS RESTAURANT, BAKERY, AND ICE CREAM DEPARTMENTS, WITH MORE THAN 50 OUTLETS ALL OVER WESTERN JAPAN INCLUDING ONE IN NEW TOKYO INTERNATIONAL AIRPORT (NARITA).

SINCE THEIR ITINERARY WILL BE MADE AS SOON AS ABOVE ARRANGEMENTS MADE, EARLY CONFIRMATION WOULD BE APPRECIATED.

RICHARDSON

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